



Summer Institute for New Graduate Enrollment Management Professionals

The Cosmopolitan • Las Vegas, Nevada • July 10 & 11, 2014

Thursday, July 10

8:00 – 8:30 am **Registration and Continental Breakfast**

8:30 – 8:45 am **Welcome**

Keith Ramsdell, Chair, NAGAP Professional Development Committee
Director of Graduate Enrollment, Bowling Green State University

8:45 – 10:15 am

Introduction to the Profession of Graduate Enrollment Management

Dr. Kristin Williams, NAGAP Past President
Associate Provost for Graduate Enrollment Management,
The George Washington University

10:15 – 10:30 am

Break

10:30 – 12:00 pm

Legal Issues in Graduate Enrollment Management

Joan Van Tol, General Counsel, Law School Admission Council (LSAC)

12:00 – 1:00 pm

Networking Lunch – Sponsored in part by



ADMITTOR

1:00 – 2:30 pm

Breakouts

GEM Best Practices

Keith Ramsdell, Chair, NAGAP Professional Development Committee
Director of Graduate Enrollment, Bowling Green State University

Tracey Sheetz, NAGAP Professional Development Committee

Director of Graduate Admissions and Recruitment, West Virginia University

International Graduate Enrollment Management

Steven Shaw, Assistant Vice Provost and Director, International Admissions
University at Buffalo, The State University of New York

2:30 – 2:45 pm

Break

2:45 – 4:15 pm

Breakouts

Graduate Marketing and Social Media

Katherine Beczak, NAGAP Professional Development Committee
Director of Graduate Admissions, Corcoran College of Art + Design

Kathryn Kendall, NAGAP Professional Development Committee

Assistant Dean for Admissions and Recruitment, School of Social Work,
University at Buffalo, The State University of New York

Graduate Orientation and Student Services

Josh LaFave, NAGAP Secretary

Director of the Center for Graduate Studies, State University of New York at Potsdam

5:00-6:30 pm

Reception – Sponsored in part by

Chegg® Enrollment Services

Dinner on your own

Friday, July 11

8:30 – 9:00 am

Continental Breakfast

9:00 – 10:30 am

Demographic Trends, Financial Support, and the Future of Graduate Enrollment

Ken Redd, Director, Research and Policy Analysis

National Association of College and University Business Officers (NACUBO)

10:30– 10:45 am

Break

10:45 – 12:15 pm

Recruiting Underrepresented Graduate Students

Thelma Harding, Coordinator of Graduate Recruitment and Retention,
Director of the Iowa State McNair Program, Iowa State University

Valerie Robinson, Chair, NAGAP Diversity and Inclusion Committee
Assistant Dean for Graduate Admissions, Miami University

12:15 – 1:15pm

Networking Lunch – Sponsored in part by

 **CARNEGIE**
carnegiecomm.com

1:15 – 2:45pm

Plenary: What is your drink? What Starbucks can teach you about recruiting and working with Graduate Students.

Trent Gilbert, Vice President of Enrollment, Richmond Graduate University

How did Starbucks become the second largest food service retailer in America? They recognized the need to serve an experience that transcends generational lines. So should you! What you order at "the 'bucks" says a lot more about you than your tastes. We will explore what you can learn from Starbucks to help you better recruit and work with graduate students.

2:45– 3:00 pm

Wrap-up

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